

**RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY**  
**RESEARCH DESIGN (26:620:685)**

Fall 2009 – 1 WP, Room 502  
Newark T/TH 1:00-2:20  
Professor D. E. Warren  
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## **COURSE OVERVIEW**

This doctoral course focuses on important aspects of designing interesting, rigorous research projects. We will start the semester with a focus on interesting research questions and the importance of conducting research that provides a meaningful contribution to knowledge. During this section, we will consider the importance of the audience, discuss possible target journals, and review the nature of research designs in top journals. We will then move to the art of crafting hypotheses that allow students to answer their research questions. This discussion will involve consideration of not only relevant variables (independent and dependent) but also the importance hypothesis language, which dictates the nature of study designs. After issues related to theory are addressed, we will consider the various approaches to executing studies with a specific focus on causal inferences, triangulation, and validity. Special attention will be given to issues related to using human subjects and the role of the Institutional Review Board. At the end of the course, students will have a better understanding of how to design research projects that are cohesive, executable and provide a clear contribution to the literature.

## **GRADING**

10% Assignment 1: Find 5 articles from a top journal in your field - *Due Sept 10th*  
10% Assignment 2: Write 10 research questions *Due Sept 30<sup>th</sup>*  
20% Assignment 3: Write 10 hypotheses *Due Oct 20th*  
30% Assignment 4: Write a five page grant proposal *Due Dec 1st*  
10% Assignment 5: Write a review of your classmate's proposal *Due Dec 10th*  
20% Participation/Discussion Leader

## **RBS FACULTY PRESENTATIONS**

This semester, we will have a monthly presentation from professors across the Rutgers Business School departments on Thursdays at noon (9/10, 10/8, 11/12). I encourage you to attend these sessions and read the papers for that day. We will discuss the presentations in class that day.

## **READINGS**

Most required readings will be posted to our GOOGLE GROUP. A handful of readings will be provided in class. Please come prepared to discuss the readings on Tuesday. Many sessions include a list of further readings on the topic but such reading is *not* required nor is it exhaustive. 'Further Readings' are meant to provide direction for those who plan to build on a topic for their final paper. *EACH WEEK I'LL POST QUESTIONS TO GUIDE YOUR READING (you don't need to submit your answers to me).*

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**Week 1: Research in Context: The impact of research (9/1-9/3)**

1. Think tanks battle to judge the impact of welfare overhaul. *Wall Street Journal*, January 30, 1997.
2. Kifner, J. Scholar sets off gastronomic false alarm. *New York Times*, September 8, 2001.
3. Furman, Murray & Stern. The fragile foundations of regional scientific advantage? The impact of US administration Stem Cell Policy on the Geography of Scientific Discovery. Presentation: [http://www.aaas.org/spp/SciSIP/ppts/SciSIP.3.2009\\_Furman.pdf](http://www.aaas.org/spp/SciSIP/ppts/SciSIP.3.2009_Furman.pdf)
4. Christie, W. G. & Schultz, P. H. 1995. Did Nasdaq market makers implicitly collude? *Journal of Economic Perspectives*, 9:199-208.

**Week 2: Who is your audience? (9/10)**

**ASSIGNMENT 1 DUE:** Find 5 articles from one of the top journals in your field published in 2008-09. Post the articles to our Google Group.

**September 10<sup>th</sup> RBS presentation at noon – ATTEND & READ THE PAPER**

1. Bonner, S., Hesford, A., Van der Stede, W. A., & Young, M. S. (2006). The most influential journals in academic accounting. *Accounting, Organizations and Society*, 31(7), 663–685.
2. James S. Trieschmann; Alan R. Dennis; Gregory B. Northcraft; Albert W. Niemi, Jr. Serving Multiple Constituencies in Business Schools: M.B.A. Program versus Research Performance *The Academy of Management Journal*, Vol. 43, No. 6. (Dec., 2000), pp. 1130-1141.
3. Linton, J. D. 2004. Ranking Business Schools on the Management of Technology. *Journal of Product Innovation Management*. 21: 416-430.
4. Entrepreneurship Journals:  
[http://www.gsom.pu.ru/files/upload/niim/eship/Entrepreneurship\\_Journal\\_Rankings.pdf](http://www.gsom.pu.ru/files/upload/niim/eship/Entrepreneurship_Journal_Rankings.pdf)
5. Financial Times Business Education - Top 40 journals [spreadsheet]

**Week 3: The purpose of research (9/15-17)**

1. Bartunek, J. M., Rynes, S. L., Ireland, R. D. 2006. What Makes Management Research Interesting, and Why Does it Matter? *Academy of Management Journal*, 49(1):9-15.
2. Hinings, C. R. and Greenwood, R. 2002. Disconnects and Consequences in Organization Theory. *Administrative Science Quarterly*, 47(3):411-421
3. Bartunek, J. M. 2002. The Proper Place of Organizational Scholarship: A Comment on Hinings and Greenwood. *Administrative Science Quarterly*, 47(3):422-427
4. Palmer, Donald . 2006. Taking Stock of the Criteria We Use to Evaluate One Another's Work: ASQ 50 Years Out. *Administrative Science Quarterly*, 51: 535-559.

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**Weeks 4: The anatomy of a journal article (9/22-24)**

1. Feldman, D. C. 2004. The Devil is in the Details: Converting Good Research into Publishable Articles. *Journal of Management*, 30(1):1-6.
2. Bem, D. L. (2004). Writing the empirical journal article:  
<http://dbem.ws/WritingArticle.pdf>
3. Review the author guidelines of some top journals:
  - a. **AMJ**: [http://journals.aomonline.org/amj/contributor\\_information.html](http://journals.aomonline.org/amj/contributor_information.html)
  - b. **ASQ**: <http://www.johnson.cornell.edu/publications/asq/contributors.html>
  - c. **SMJ**: <http://www3.interscience.wiley.com/journal/2144/home/ForAuthors.html>
  - d. **OS**: [http://www.informs.org/site/Organization\\_Science/index.php?c=13&kat=Submission+Guidelines](http://www.informs.org/site/Organization_Science/index.php?c=13&kat=Submission+Guidelines)
  - e. **JAP/JPSP**: <http://www.apa.org/journals/authors/all-instructions.html#prep>
  - f. **OBHDP**: [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/622929/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/622929/authorinstructions)
  - g. **JBV**: [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/505723/preface1](http://www.elsevier.com/wps/find/journaldescription.cws_home/505723/preface1)
  - h. **JCR**: <http://jcr.wisc.edu/newguidelines.pdf>
  - i. **JM**: <http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/JournalofMarketingSubmissionGuidelines.aspx>
  - j. **AOS**: [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/486/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/486/authorinstructions)
  - k. **JAR**: <http://www.wiley.com/bw/submit.asp?ref=0021-8456&site=1>
  - l. **CAR**: [http://www.caaa.ca/\\_files/file.php?fileid=filewHZGYLpQOd&filename=file\\_CARauthorstyle\\_rev\\_Apr\\_07.pdf](http://www.caaa.ca/_files/file.php?fileid=filewHZGYLpQOd&filename=file_CARauthorstyle_rev_Apr_07.pdf)
  - m. **JAE**: [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/505556/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/505556/authorinstructions)
  - n. **TAR**: [http://aaahq.org/pubs/EdPolicies/REV\\_EdPolicy.pdf](http://aaahq.org/pubs/EdPolicies/REV_EdPolicy.pdf)

**Week 5: Developing your Research Question (9/29-10/1)**

1. Voss, G. B. 2003. Formulating interesting research questions. *Journal of the Academy of Marketing Science*. 31: 356-359.
2. Melnyk et al. 2009. Are women more loyal customers than men? Gender difference in loyalty to firms and individual service providers. *Journal of Marketing*, 73: 82-96. [Ahmet]
3. Hollensbe et al. 2008. How do I assess if my supervisor and organization are fair? Identifying the results underlying entity-based justice perceptions. *Academy of Management Journal* [Aparna]
4. Kleef, Homan, Beersema, Knippenberg, Knippenberg & Damen. 2009. Searing Sentiment or Cold Calculation? The Effects of Leader Emotional Displays on Team Performance, *Academy of Management Journal* [Vincent]
5. Ahuja, Polidoro & Mitchell. 2009. Structural homophily or social asymmetry? The formation of alliances by poorly embedded firms. *Strategic Management Journal* [James]

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**ASSIGNMENT 2 DUE: Using the 5 articles you chose for Assignment 1, write 5 research questions that extend the research presented in the articles. Write another 5 research questions using recent news articles. Email me your questions by the evening of 9/30.**

**Weeks 6: What's your theory? (10/6-10/8)**

**October 8<sup>th</sup> RBS presentation at noon – ATTEND & READ THE PAPER**

1. Whetten, D. (1989) What constitutes a theoretical contribution? *Academy of Management Review*, 14:4, pp. 490-495.
2. Sutton, R. and Staw, B. (1995) What theory is not. *Administrative Science Quarterly*, 40:3, pp. 371-384.
3. Weick, K. E. 1995. What Theory is *Not*, *Theorizing Is*. *Administrative Science Quarterly*, 40: 385-390.
4. DiMaggio, P. J. comments on 'What Theory is Not.' *Administrative Science Quarterly*, 40: 391-397.
5. Fial, Pratt & O'Connor. 2009. Managing Intractable Identity Conflicts, *Academy of Management Review* [Vincent]

**Weeks 7: What's your theory? Continued (10/13-15)**

1. Wicker, A.W. (1985). Getting out of our conceptual ruts: Strategies for expanding conceptual frameworks. *American Psychologist*, 53, 300-314.
2. Pfeffer, J. 1993. "Barriers to the advancement of organizational Science: Paradigm Development as a dependent variable." *Academy of Management Review*, 18: 599-620.
3. Weick, K. E. 1989. Theory construction as disciplined imagination, *Academy of Management Review*, 14: 516-531.
4. Wagner, David G. and Joseph Berger. 1985. Do sociological theories grow? *American Journal of Sociology*, 90: 697-728.
5. Vollmer, et al. 2009. Tracking the numbers: Across accounting, finance, organizations and markets. *Accounting, Organizations and Society*, 34: 619-637. [Khrystyna]

**Week 8: Writing Testable Hypotheses (10/20-22)**

1. McGuire, W.J. (1997). Creative Hypothesis generating in psychology: Some useful heuristics. *Annual Review of Psychology*, 48: 1-30.
2. Baron, R. M. & Kenny, D.A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
3. Krishna & Ahluwalia. (2008). Language choice in advertising to bilinguals: Asymmetric effects for multinationals versus local firms. *Journal of Consumer Research* [Nancy]
4. Cheng Qui & Yeung, Catherine W.M. Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing? *Journal of Consumer Research*; Feb2008, Vol. 34 Issue 5, p657-669. [Nancy]

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5. Forecasting and Backcasting Predicting: the Impact of Events on the Future, Author: Jane E.J.Ebert, Daniel T.Gilbert, Timothy D.Wilson, Journal of Consumer Research [Ming]

**ASSIGNMENT 3 DUE: Using an explicit theoretical lens, write 5 hypotheses that relate to 1 of your research questions from Assignment 2.**

**WEEK 9: Variables that cut across disciplines (10/27-29)**

1. Rose, A., and Rose, J., 2008 “Management Attempts to Avoid Accounting Disclosure Oversight: The Effects of Trust and Knowledge on Corporate Directors’ Governance Ability” *Journal of Business Ethics*, 193-205. [Akiko]
2. Vosselman, E., Meer-Kooistra, J., “Accounting for control and trust building in interfirm transactional relationships” *Accounting, Organizations & Society* 34.2(2009): 267-283 [Akiko]
3. Robert W. Palmatier, Cheryl Burke Jarvis, Jennifer R. Bechkoff, & Frank R. Kardes. (2009). The Role of Customer Gratitude in Relationship Marketing. *Journal of Marketing*. 73, 1-18. [Ahmet]
4. Rosen, C., Chang, C., Johnson, R. E. & Levy, P. E. (2009). Perceptions of the organizational context and psychological contract breach: Assessing competing perspectives, *Organizational Behavior and Human Decision Processes*, 108, 202–217. [Ali]
5. Molina-Morales & Martínez-Fernández. 2009. Too much love in the neighborhood can hurt: how an excess of intensity and trust in relationships may produce negative effects on firms. *Strategic Management Journal* [James]
6. Kearney et al. 2009. When and how diversity benefits teams: The importance of team members’ need for cognition. *Academy of Management Journal*, 52; 581-598. [Jamie]
7. Kabanoff & Shane. 2008. Knowledge structures of prospectors, analyzers and defenders: Content, stability, and performance. *Strategic Management Journal*. [Denis]

**WEEK 10: Meta-analyses (11/3-5)**

1. Crook et al. 2008. Strategic resources and performance: A meta-analysis. *Strategic Management Journal* [Denis]
2. Carlson et al. 2008. Objective and subjective knowledge relationships: A quantitative analysis of consumer research findings. *Journal of Consumer Research*. [Ming]
3. Chang, et al. 2009. The relationship between perceptions of organizational politics and employee attitudes, strain and behavior: A meta-analytic examination. *Academy of Management Journal*. [Ali]
4. Joshi, A. & Roh, H. (2009). The role of context in work team diversity research: A meta-analytic review. *Academy of Management Journal*, 52, 599-627. [Jamie]
5. Hulsheger, et al. 2009. Team-level predictors of innovation at work: A comprehensive meta-analysis spanning three decades of research. *Journal of Applied Psychology*, 1128-1145. [Aparna]

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**WEEK 11: Constructing study designs that will allow you to test your hypotheses (11/10-12)**

**November 12<sup>th</sup> RBS presentation at noon – ATTEND & READ THE PAPER**

1. Boyd, B. K., Gove, S., & Hitt, M. A. (2005). Construct measurement in strategic management research: Illusion or reality? *Strategic Management Journal*, 26, 239-257.
2. Cronbach, Lee J., and Paul E. Meehl. 1955. Construct validity in psychological tests. *Psychological Bulletin*, 52: 281-302
3. Campbell & Stanley. 1967. Experimental and Quasi-experimental Designs for Research. Rand McNally & Co. [EXCERPTS]
4. Cassar & Gibson. 2008. Budgets, internal reports, and manager forecast accuracy. *Contemporary Accounting Research*, 707-737. [Khrystyna]
5. Podaskoff, P., MacKenzie, S., Lee, J-Y, & Podsakoff, N. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88, 879-903.

**WEEK 12: Constructing study designs that will allow you to test your hypotheses (11/17-19)**

1. Messick 1995. Validity of psychological assessment: validation of inferences from persons' responses and performances as scientific inquiry into score meaning. *American Psychologist*
2. Viswesvaran et al 1996. Comparative analysis of the reliability of job performance ratings. *Journal of Applied Psychology* 1996
3. Schwartz, N. (1999). How the questions shape the answers. *American Psychologist*, 54, 93-105.
4. Webb & Weick. 1979. Unobtrusive measures in organization theory. *Administrative Science Quarterly* 24: 650-659.
5. Baron, R. A. (2004). Research Grants. In J. M. Darley & M. P. Zanna, *The compleat academic: A practical guide for the beginning social scientist* (pp. 151-160). NJ: Earlbaum.

**WEEK 13 Conducting research with Human Subjects (11/24)**

1. Rutgers Office of Research & Sponsored Programs  
<http://orsp.rutgers.edu/Humans/default.php>
2. Human Subject Certification Program: <http://orsp.rutgers.edu/Humans/hscp.php>
3. Milgram, S. 1965. Some Conditions of Obedience and Disobedience to Authority. *Human Relations*, 18:57-76.
4. Zimbardo, Philip G. 1973. On the ethics of intervention in human psychological research: With special reference to the Stanford prison experiment. *Cognition*, 2: 243-256.

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**WEEK 14 - 15: FINAL PROJECTS (12/1-12/10)**

***Assignment 4 DUE : Create a grant proposal that involves 2 different study designs which will allow you to test your hypotheses.***

***PRESENTATIONS (bring 2 copies of your proposal)***

1. Feldman, D. C. 2005. Writing and Reviewing as Sadomasochistic Rituals. *Journal of Management*, 31(3):325-329.

***DECEMBER 10: Assignment 5 DUE - Submit a review of your peer's proposal***